

How OCE Promotes Partnerships

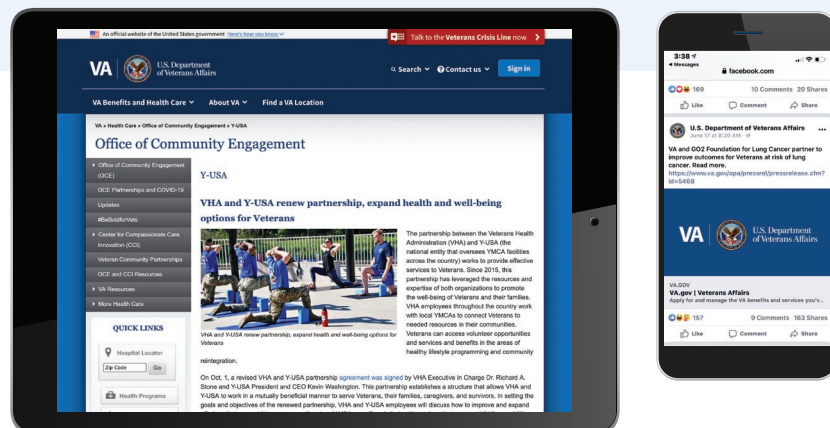
The Veterans Health Administration (VHA) Office of Community Engagement (OCE) is proud to partner with you on services that benefit Veterans, their families, caregivers, and survivors.

Our communications team leverages multiple channels to announce our mutually beneficial partnerships and to raise awareness of success stories that result from those collaborations to internal and external stakeholders.

Partnership Announcements

When a partnership becomes official by way of a signed memorandum of agreement and approval from the Department of Veterans Affairs' (VA) Office of General Counsel, VA may announce it with a press release. Typically, press releases are no more than 300 words, will include a quote from the Secretary of Veterans Affairs, and may include a quote from your organization. From draft to approval, the press release process typically takes at least three weeks. Ultimately, press releases are published on **VA's Office of Public and Intergovernmental Affairs website**. Once the release is published, you are free to distribute it via your own channels.

Press releases are promoted with social media posts on VA's channels. Our team can craft suggested text for your social properties, too.



Partnership Accomplishments and Updates

We love sharing good news stories and the latest information on partnership activities. Here are the channels our team uses to spread the word about efforts to help Veterans lead healthier, happier lives:

» OCE website

[VA.gov/healthpartnerships](https://va.gov/healthpartnerships) is home to all information about partnerships, including articles, fact sheets, and brochures. Articles are published under the “**Updates**” tab.

» OCE/CCI newsletter

Our **quarterly newsletter** highlights the latest news and unique content about OCE and the Center for Compassionate Care Innovation (CCI). Each year, we produce a “special edition” of the newsletter based on a theme.

» GovDelivery

This service allows OCE to send out news via e-mail blasts to subscribers. All of OCE’s newsletters are distributed via GovDelivery.

» VHA social media

VHA’s **Twitter** and **Facebook** channels publish posts about partnerships that directly benefit Veterans.

» Partner social media

OCE’s communications team can write suggested posts about partnership activities for your social media channels.

» VAntage Point

VAntage Point is VA’s official blog, where content typically receives thousands of views from Veterans and the public. The bar for publication acceptance is high, but our communications team has had success publishing several stories per year on this blog.

» VA Insider

This is VA’s staff-facing blog. Stories published here typically highlight content that VA or VHA staff members or health care providers would find interesting and helpful.

» OCE’s SharePoint and intranet sites

These VA internal-only sites are other venues where OCE and CCI news can be shared with VA and VHA staff members who have designated login credentials.

For more information on partnership communication options, please contact our office via email: communityengagement@va.gov.

For more information about OCE and CCI, please visit va.gov/healthpartnerships.